## **ORDER**

Orders Order / Rev: Alt Order #: 06809909 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 04/17/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% National Republican Senatorial Comm **Advertiser** Name: Demographic: A35+ New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/16/12 | 114     | \$86,250.00  | \$73,312.50 |

| Totals       |         |              |             |        |
|--------------|---------|--------------|-------------|--------|
| Month        | # Spots | Gross Amount | Net Amount  | Rating |
| October 2012 | 114     | \$86,250.00  | \$73,312.50 | 0.00   |
| Totals       | 114     | \$86,250,00  | \$73 312 50 | 0.00   |

Agency External ID:

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

POLITICAL/AGY, PISSUE, GEN

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 31%   | \$86,250.00  |
| Market      | 100%  | \$278,225.81 |

Revenue Codes:

| Share | Total   |
|-------|---|
| 0%    | \$0.00  |
| 0%    | \$0.00  |
| 0%    | \$0.00  |
| 0%    | \$0.00  |
| 31%   | \$86,250.00   |
| . 0%  | \$0.00  |
| 0%    | \$0.00  |
| 17%   | \$47,298.39   |
| 1%    | \$2,782.26  |
| 17%   | \$47,298.39   |
| 0%    | \$0.00  |
| 0%    | \$0.00  |
| 3%    | \$8,346.77  |
|       | 0%<br>0%<br>0%<br>0%<br>31%<br>0%<br>0%<br>17%<br>1%<br>17% |

| _ | Ln  | Ch          | Start         | End      | Inventory Code  | Break      | Start/End   | Time Days     | Len Sp | ots | Rate Pri  | Rtg Type | Spots | Amount     |
|---|-----|-------------|---------------|----------|-----------------|------------|-------------|---------------|--------|-----|-----------|----------|-------|------------|
| • | E 1 | KSNV        | 10/10/12      | 10/12/12 | M-F 6-7a WakeUp | w/Wæ@M     | 6-7a        | WTF           | :30    | 3   | \$700.003 | 0.00 NM  | 3     | \$2,100.00 |
|   |     |             |               |          | M-F 6-7a WakeUp | w/Wagners  |             |               |        |     |           | 1        |       |            |
|   |     | NEWS        |               |          |                 |            |             |               |        |     |           |          |       |            |
|   |     | <u>Star</u> | <u>t Date</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> |        |     |           | i i      |       | -          |
|   | W   | eek: 10/0   | 8/12          | 10/14/12 | WTF             | 3          | \$700.00    | 0.00          |        |     |           |          |       |            |

Print Date: 04/17/12 10:04:16 Page 2 of 6

KSNV

Order / Rev:

100305

Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates:

06809909

10/10/12 - 10/16/12

Product Desc: NRSC 2012

Estimate:

| Ln Ch Start End  | Inventory Code Brea                                | k Start/End                 | Time Days             | Len Spo | ots | Rate Pri                                | Rtg Type   | Spots | Amount            |
|--|--|-----------------------------|-----------------------|---------|-----|---|------------|-------|-------------------|
| E 1 KSNV 10/10/12 10/12/12                                   | M-F 6-7a WakeUp w/WagM                             | 6-7a                        | WTF                   | :30     | 3   | \$700.003                               | 0.00 NM    | 3     | \$2,100.00        |
| NEWS   | M-F 6-7a WakeUp w/Wagner                           | S                           |                       |         |     |   |            |       |                   |
| Start Date End Date  | Weekdays Spots/Wee                                 |                             | Rating                |         |     |   |            |       |                   |
| Week: 10/08/12 10/14/12                                      |  | 3 \$700.00                  | 0.00                  |         |     |   |            |       |                   |
| E 2 KSNV 10/15/12 10/16/12                                   | M-F 6-7a WakeUp w/WagM<br>M-F 6-7a WakeUp w/Wagner | 6-7a                        | MT                    | :30     | 2   | \$700.003                               | 0.00 NM    | . 2   | \$1,400.00        |
| NEWS   | IN-1 0-7a wakeop wwagnei                           | •                           |                       |         |     |   |            |       |                   |
| Start Date End Date  |  |                             | <u>Rating</u>         |         |     |   |            |       |                   |
| Week: 10/15/12 10/21/12<br>E 3 KSNV 10/15/12 10/16/12        |  | 2 \$700.00<br>658a-9am      | 0.00<br>MT            | :30     | 4   | \$900.001                               | 0.00 NM    |       | #2 coo oo         |
| E. 3 KONV 10/10/12 10/10/12                                  | Today Show Civi                                    | 000a- <del>3</del> aiii     | V                     | .30     | 4   | \$800.00 I                              | 0.00 NM    | 4     | \$3,600.00        |
| TODAY  | •  |                             |                       |         |     |   |            |       |                   |
| Start Date End Date Week: 10/15/12 10/21/12                  | <u>Weekdays</u> <u>Spots/Wee</u><br>MT             | <u>k Rate</u><br>4 \$900.00 | <u>Rating</u><br>0.00 |         |     |   |            |       |                   |
| E 4 KSNV 10/10/12 10/12/12                                   |  | 658a-9am                    | WTF                   | :30     | 6   | \$900.001                               | 0.00 NM    | 6     | \$5,400.00        |
|  | Today Show   |                             | ••••                  | .00     | ū   | 4000.001                                | 0.00 14,01 |       | ψο, που, σο       |
| TODAY  | 101 a balanca — On a la 601 a                      | l. <b>D</b> .4.             | D. U.                 |         |     |   | •          |       |                   |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 | Weekdays Spots/Wee                                 | <u>k Rate</u><br>6 \$900,00 | Rating<br>0.00        |         |     |   |            |       |                   |
|  | M-F Today Show II 3rd HCM                          | 9-10a                       | WTF                   | :30     | 3   | \$425.001                               | 0.00 NM    | 3     | \$1,275.00        |
| TODAY  | M-F Today Show II                                  |                             |                       |         |     |   |            |       |                   |
| TODAY Start Date End Date                                    | Weekdays Spots/Wee                                 | k Rate                      | Rating                |         |     |   |            |       |                   |
| Week: 10/08/12 10/14/12                                      |  | 3 \$425.00                  | 0.00                  | 1.0     |     |   |            |       |                   |
| E 6 KSNV 10/15/12 10/16/12                                   | -  | 9-10a                       | MT                    | :30     | 2   | \$425.001                               | 0.00 NM    | 2     | \$850.00          |
| TODAY  | M-F Today Show II                                  |                             |                       |         |     |   |            |       |                   |
| Start Date End Date  | Weekdays Spots/Wee                                 | k Rate                      | Rating                |         |     |   |            |       |                   |
| Week: 10/15/12 10/21/12                                      |  | 2 \$425.00                  | 0.00                  |         |     |   |            |       |                   |
| E 7 KSNV 10/15/12 10/16/12                                   | -  | 10am-11am                   | MT                    | :30     | 2   | \$325.001                               | 0.00 NM    | 2     | \$650.00          |
| TODAY  | Today 4th Hour                                     |                             |                       |         |     |   |            |       |                   |
| Start Date End Date  | Weekdays Spots/Wee                                 | <u>k Rate</u>               | Rating                |         |     |   |            |       |                   |
| Week: 10/15/12 10/21/12                                      |  | 2 \$325.00                  | 0.00                  |         |     |   | V          |       |                   |
| E 8 KSNV 10/10/12 10/12/12                                   | M-F Today Show III 4th BM  Today 4th Hour          | 10am-11am                   | WTF                   | :30     | 3   | \$325.001                               | 0.00 NM    | 3     | \$975.00          |
| TODAY  | . cany , ar , row.                                 |                             |                       |         |     |   |            |       |                   |
| Start Date End Date  |  |                             | Rating                |         |     |   |            |       |                   |
| Week: 10/08/12 10/14/12<br>E 9 KSNV 10/10/12 10/12/12        | ***************************************            | 3 \$325.00<br>11am-12pm     | 0.00<br>WTF           | :30     | 6   | ¢225.004                                | 0.00 NM    | 6     | ¢4 0E0 00         |
| E 9 RONV 10/10/12 10/12/12                                   | Rachael Ray  | τταιιι-τΖριπ                |                       | .30     | U   | \$325.001                               | U.UU INIVI | 6     | \$1,950.00        |
| RR .   |  |                             |                       |         |     |   |            |       |                   |
| Start Date End Date Week: 10/08/12 10/14/12                  |  | <u>k Rate</u><br>6 \$325.00 | Rating<br>0.00        |         |     |   |            |       |                   |
| E 10 KSNV 10/15/12 10/16/12                                  |  | 11am-12pm                   | MT                    | :30     | 4   | \$325.001                               | 0.00 NM    | 4     | \$1,300.00        |
|  | Rachael Ray  | . 1                         |                       |         | -   | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |            | •     | <b>\$1,000.00</b> |
| RR   | Mankalara Contañola                                | l. D-4-                     | Datin.                |         |     | -                                       |            |       |                   |
| Start Date End Date Week: 10/15/12 10/21/12                  |  | <u>k Rate</u><br>4 \$325.00 | <u>Rating</u><br>0.00 |         |     |   |            |       |                   |
| E11 KSNV 10/15/12 10/16/12                                   |  | 12-1230pm                   | MT                    | :30     | 2   | \$425.001                               | 0.00 NM    | 2     | \$850.00          |
| NEWO   | Noon News  | ·                           |                       |         |     |   |            |       | ,                 |
| NEWS Start Date End Date                                     | Weekdays Spots/Wee                                 | <u>k Rate</u>               | Rating                |         |     |   |            |       |                   |
| Week: 10/15/12 10/21/12                                      |  | 2 \$425,00                  | 0.00                  |         |     |   |            |       |                   |
| E 12 KSNV 10/10/12 10/12/12                                  |  | 12-1230pm                   | WTF                   | :30     | 3   | \$425.001                               | 0.00 NM    | 3     | \$1,275.00        |
| NEWS   | Noon News  |                             |                       |         |     |   |            |       |                   |
| Start Date End Date  | Weekdays Spots/Wee                                 | <u>k Rate</u>               | Rating                |         |     |   | •          |       |                   |
| Week: 10/08/12 10/14/12                                      | WTF  | 3 \$425.00                  | 0.00                  |         |     | ·                                       |            |       |                   |
| E 13 KSNV 10/10/12 10/12/12                                  | 2 CM   | 1230-1p                     | WTF                   | :30     | 3   | \$325.001                               | 0.00 NM    | 3     | \$975.00          |

Print Date: 04/17/12 10:04:16 Page 3 of 6

Order / Rev: Alt Order #:

Flight Dates:

100305

06809909

10/10/12 - 10/16/12

Advertiser:

Estimate:

National Republican Senatorial Committe

Product Desc:

NRSC 2012

KSNV

| Ln Ch                   | Start                    | End                  | Inventory Code         | Break           | Start/End               | Time Days             | Len Sp       | ots | Rate Pri        | Rtg Type    | Spots | Amount           |
|-------------------------|--------------------------|----------------------|------------------------|-----------------|-------------------------|-----------------------|--------------|-----|-----------------|-------------|-------|------------------|
|                         |                          |                      | The Agenda 1230        | •               |                         |                       |              |     |                 | <del></del> |       |                  |
| AGEND                   | Δ                        |                      | The Agenda 1230        | 0pm             |                         |                       |              |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | Weekdavs               | Spots/Week      | Rate                    | Rating                |              |     |                 | i           |       |                  |
| Week: 10/               |                          | 10/14/12             | WTF                    | 3               | \$325.00                | 0.00                  |              |     |                 |             |       |                  |
| E 14 KSNV               | 10/15/1                  | 2 10/16/12           | The Agenda 1230        | pm CM           | 1230-1p                 | MT                    | :30          | 2   | \$325.001       | 0.00 NM     | 2     | \$650.00         |
| ACENE                   |                          |                      | The Agenda 1230        | Opm             |                         |                       |              |     |                 |             |       |                  |
| AGEND                   | rt Date                  | End Date             | Weekdays               | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10/               |                          | 10/21/12             | MT                     | 2               | \$325.00                | 0.00                  |              |     |                 |             |       |                  |
| E 15 KSNV               | 10/15/1                  | 2 10/16/12           | The Doctors            | CM              | 2pm-3pm                 | MT                    | :30          | 2   | \$325.001       | 0.00 NM     | 2     | \$650.00         |
|                         |                          |                      | The Doctors            |                 |                         |                       |              |     | •               |             |       | *                |
| DRS                     |                          | E 15.                |                        | 0 ( 111 )       | <b></b>                 | <b>-</b> 0            |              |     | 1               | Į.          |       |                  |
| Sta<br>Week: 10/        | <u>irt Date</u>          | End Date<br>10/21/12 | <u>Weekdays</u><br>MT  | Spots/Week<br>2 | <u>Rate</u><br>\$325,00 | <u>Rating</u><br>0.00 |              |     | •               |             |       |                  |
| E 16 KSNV               |                          |                      | The Doctors            | CM              | 2pm-3pm                 | WTF                   | :30          | 3   | \$325.001       | 0.00 NM     | 3     | \$975.00         |
| 210 110111              | 10, 10, 1                |                      | The Doctors            | OM              | zpiii-opiii             | ***                   | .00          | 3   | ψυ20.00 Ι       | O.OO INW    | 3     | <b>Φ975.00</b>   |
| DRS                     |                          |                      |                        |                 |                         |                       |              |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | Weekdays               | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10/<br>E 17 KSNV  |                          | 10/14/12             | WTF                    | 3               | \$325.00                | 0.00                  |              |     | <b>#450.004</b> | 0.00.1114   | _     |                  |
| E I/ KSNV               | 10/10/1                  | 12 10/12/12          | Dr. Phil<br>Dr Phil    | · CM            | 3-4p                    | WTF                   | :30          | 6   | \$450.001       | 0.00 NM     | 6     | \$2,700.00       |
| PHIL                    |                          |                      | 211 1111               |                 |                         |                       |              |     |                 |             |       |                  |
|                         | ırt Date                 | End Date             | <u>Weekdays</u>        | Spots/Week      | <u>Rate</u>             | Rating                |              |     |                 |             |       |                  |
| Week: 10                |                          | 10/14/12             | WTF                    | 6               | \$450.00                | 0.00                  | <del>,</del> |     | ****            |             |       |                  |
| E 18 KSNV               | 10/15/1                  | 2 10/16/12           |                        | СМ              | 3-4p                    | MT                    | :30          | 4   | \$450.001       | 0.00 NM     | 4     | \$1,800.00       |
| PHIL                    |                          |                      | Dr Phil                |                 |                         |                       |              |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | Weekdays               | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10                | 15/12                    | 10/21/12             | MT                     | 4               | \$450.00                | 0.00                  |              |     |                 |             |       |                  |
| E 19 KSNV               | 10/15/1                  | 2 10/16/12           | News 3 at 4            | CM              | 4-430p                  | , MT                  | :30          | 2   | \$700.003       | 0.00 NM     | 2     | \$1,400.00       |
| NEWS                    |                          |                      | News 3 at 4            |                 |                         | •                     |              |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | <u>Weekdays</u>        | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10                |                          | 10/21/12             | MT                     | 2               | \$700.00                | 0.00                  |              |     |                 |             |       |                  |
| E 20 KSNV               | 10/10/1                  | 2 10/12/12           | News 3 at 4            | CM              | 4-430p                  | WTF                   | :30          | 3   | \$700.003       | 0.00 NM     | 3     | \$2,100.00       |
| A IPPLATO               |                          |                      | News 3 at 4            |                 |                         |                       |              |     |                 |             |       | ,                |
| NEWS                    | rt Data                  | End Data             | Modules                | CnotoMinale     | D-4-                    | Datin-                |              |     |                 |             |       |                  |
| <u>اد .</u><br>Week: 10 | <u>rt Date</u><br>/08/12 | End Date<br>10/14/12 | <u>Weekdays</u><br>WTF | Spots/Week<br>3 | <u>Rate</u><br>\$700.00 | <u>Rating</u><br>0.00 |              |     |                 |             |       |                  |
|                         |                          |                      | News 3 at 430pm        |                 | 430-5pm                 | WTF                   | :30          | 3   | \$700.003       | 0.00 NM     | 3     | \$2,100.00       |
|                         |                          |                      | News 3 at 4:30Pf       |                 | .00 00,,,               | ****                  | .00          | Ū   | ψ100.000        | 0.00 14141  | 3     | ΨΖ, 100.00       |
| NEWS                    |                          |                      |                        |                 |                         | ,                     | •            |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | <u>Weekdays</u><br>WTF | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10/<br>E 22 KSNV  |                          | 10/14/12             | News 3 at 430pm        | CM              | \$700.00<br>430-5pm     | 0.00<br>MT            | :30          |     | #700 000        | 0.00 NIN    | 0     | <b>A.</b> 400.00 |
| L ZZ KONV               | 10/13/1                  | 12 10/10/12          | News 3 at 4:30Pf       |                 | 430-3pm                 | W 1                   | :30          | 2   | \$700.003       | 0.00 NM     | 2     | \$1,400.00       |
| NEWS                    |                          |                      |                        | ••              |                         |                       |              |     |                 |             |       |                  |
|                         | rt Date                  | End Date             | Weekdays               | Spots/Week      | Rate                    | Rating                |              |     |                 |             |       |                  |
| Week: 10/               |                          | 10/21/12             | MT                     | 2               | \$700.00                | 0.00                  | T            |     |                 |             |       | •                |
| E 23 KSNV               | 10/15/1                  | 2 10/16/12           |                        | CM              | 5-630p                  | MT                    | :30          | 2   | \$1,100.003     | 0.00 NM     | 2     | \$2,200.00       |
| NEWS                    |                          |                      | M-F Early News         |                 |                         |                       |              |     |                 | ,           |       |                  |
|                         | <u>rt Date</u>           | End Date             | Weekdays               | Spots/Week      | <u>Rate</u>             | Rating                |              |     |                 |             |       |                  |
| Week: 10                |                          | 10/21/12             | MT                     |                 | \$1,100.00              | 0.00                  |              |     |                 |             |       |                  |
| E 24 KSNV               | 10/10/1                  | 2 10/12/12           | M-F Early News         | CM              | 5-630p                  | WTF                   | :30          | 3   | \$1,100.003     | 0.00 NM     | 3     | \$3,300.00       |
| . NEWS                  |                          |                      | M-F Early News         |                 |                         |                       |              |     |                 |             |       |                  |
|                         | art Date                 | End Date             | Weekdays               | Spots/Week      | <u>Rate</u>             | Rating                |              |     |                 |             |       |                  |
| Week: 10                |                          | 10/14/12             | WTF                    |                 | \$1,100.00              | 0.00                  |              |     |                 |             |       |                  |
| E 25 KSNV               | 10/10/1                  | 2 10/12/12           |                        | CM              | 657-730p                | WTF                   | :30          | 3   | \$1,200.003     | 0.00 NM     | 3     | \$3,600.00       |
|                         |                          |                      |                        |                 |                         |                       |              |     |                 | •           |       | •                |

Print Date: 04/17/12 10:04:16 Page 4 of 6

Order / Rev:

100305

Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809909

Product Desc: NRSC 2012

KSNV

10/10/12 - 10/16/12 Estimate:

| Ln Ch Start End  | -  | Start/End T               | ime Days       | Len Spots | Rate Pri                                     | Rtg Type | Spots | Amount         |
|--|--|---------------------------|----------------|-----------|--|----------|-------|----------------|
|  | M-F Jeopardy<br>M-F Jeopardy               |                           |                |           |  |          |       | :              |
| JEP  | •  |                           |                |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 |  | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |           |  |          |       |                |
| E 26 KSNV 10/15/12 10/16/1                                   | *  | 657-730p                  | MT             | :30 2     | \$1,200.003                                  | 0.00 NM  | 2     | \$2,400.00     |
| JEP  |  |                           |                |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/15/12 10/21/12 |  | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |           |  |          |       |                |
| E 27 KSNV 10/15/12 10/16/1                                   | 2 M-F Wheel CM<br>M-F Wheel of Fortune     | 730-758pm                 | MT             | :30 2     | \$1,200.003                                  | 0.00 NM  | 2     | \$2,400.00     |
| WHEEL  | WELL ANDRES OF SCOTTONIC                   |                           |                |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/15/12 10/21/12 |  | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |           |  |          |       |                |
| E 28 KSNV 10/10/12 10/12/1                                   |  | 730-758pm                 | WTF            | :30 3     | \$1,200.003                                  | 0.00 NM  | 3     | \$3,600.00     |
| WHEEL  | M-F Wheel of Fortune                       | •                         |                |           | , , ,  |          | -     | 4-1-00.00      |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 |  | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |           |  |          |       |                |
| E 29 KSNV 10/10/12 10/12/1                                   | 2 M-F News 3 at Eleven CM                  | 11pm-1135pn               | nWTF           | :30 3     | \$1,100.003                                  | 0.00 NM  | 3     | \$3,300.00     |
| NEWS   | M-F News 3 at Eleven                       |                           |                |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 |  | <u>Rate</u><br>\$1,100.00 | Rating<br>0.00 |           |  |          |       |                |
|  | 2 M-F News 3 at Eleven CM                  |                           |                | :30 2     | \$1,100.003                                  | 0.00 NM  | 2     | \$2,200.00     |
| NEWS   | M-F News 3 at Eleven                       |                           |                |           |  |          |       | •              |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/15/12 10/21/12 |  | Rate<br>\$1,100.00        | Rating<br>0.00 |           |  |          |       |                |
| E31 KSNV 10/15/12 10/16/1                                    | 2 The Tonight Show CM<br>Tonight Show      | 1135p-1237a               | MT             | :30 2     | \$450.003                                    | 0.00 NM  | 2     | \$900.00       |
| TON SHOW   | Tonight Show                               |                           |                |           |  |          |       |                |
| Start Date End Date Week: 10/15/12 10/21/12                  | Weekdays Spots/Week                        |                           | Rating<br>0.00 |           |  |          |       |                |
| E 32 KSNV 10/10/12 10/12/1                                   |  | 1135p-1237a               |                | :30 3     | \$450.003                                    | 0.00 NM  | 3     | \$1,350.00     |
| TON SHOW   | Tonight Show                               |                           |                |           |  |          |       |                |
| Start Date End Date  | Weekdays Spots/Week                        | Rate                      | Rating         |           |  |          |       |                |
| Week: 10/08/12 10/14/12                                      |  |                           | 0.00           | .00       | <b>***</b> ********************************* |          |       |                |
| E 33 KSNV 10/16/12 10/16/1                                   | 2 Tues PR 8-10p CM<br>Tuesday Prime 8-10pm | 8-10pm                    | -T             | :30 1     | \$3,600.001                                  | 0.00 NM  | 1     | \$3,600.00     |
| LOSER  | ) M/a-l-l                                  | D-4-                      | ъ и .          |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/15/12 10/21/12 |  | <u>Rate</u><br>\$3,600.00 | Rating<br>0.00 |           |  | •        |       |                |
| E34 KSNV 10/10/12 10/10/1                                    |  | 10-11pm                   | W              | :30 1     | \$3,200.001                                  | 0.00 NM  | 1     | \$3,200.00     |
| L&O  | Wednesday Prime 10-11pm                    |                           |                |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 |  |                           | Rating         |           |  |          |       |                |
| Week: 10/08/12 10/14/12<br>E 35 KSNV 10/13/12 10/13/1        |  | \$3,200.00<br>6a-7a       | 0.00<br>S-     | :30 1     | \$350.003                                    | 0.00 NM  | 1     | \$350.00       |
| NEWS   | News 3 Sunrise SATURDAY                    |                           |                |           |  |          | -     | , <del>-</del> |
| Start Date End Date  | <u> Weekdays Spots/Week</u>                | Rate                      | Rating         |           |  |          |       |                |
| Week: 10/08/12 10/14/12                                      | s- 1                                       | \$350.00                  | 0.00           |           | 4445   |          |       | <b>.</b>       |
| E36 KSNV 10/13/12 10/13/1                                    | 2 Saturday Today CM<br>Saturday Today      | 7a-9am                    | S-             | :30 1     | \$600.001                                    | 0.00 NM  | . 1   | \$600.00       |
| SAT TODAY  |  |                           | <b>5</b> . 4   |           |  |          |       |                |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12 |  | <u>Rate</u><br>\$600.00   | Rating<br>0.00 |           |  |          |       |                |
| E37 KSNV 10/13/12 10/13/1                                    |  | 9am-930am                 | S-             | :30 1     | \$500.001                                    | 0.00 NM  | 1     | \$500.00       |

Print Date: 04/17/12 10:04:16 Page 5 of 6

Order / Rev:

100305

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809909

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/10/12 - 10/16/12

Estimate:

| Ln Ch                  | Start                                  | End                         | Inventory Code                             |               | Start/End               | Time Days             | Len Sp | ots Rate     | Pri Rtg Type   | Spots | Amount     |
|------------------------|--|-----------------------------|--|---------------|-------------------------|-----------------------|--------|--------------|----------------|-------|------------|
| ····                   |  |                             | News 3 Today - SATU<br>News 3 Today - SAT  | JRD.          |                         |                       |        |              |                |       |            |
| NEWS                   |  |                             | 110110 0 10000, 0711                       |               |                         |                       |        |              | _              |       |            |
|                        | art Date                               | End Date                    |  | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week; 10,<br>E 38 KSNV |  | 10/14/12                    | S-<br>Wake Up Early w/ Wa                  | an@M          | \$500.00<br>430a-5a     | 0,00<br>MT            | :30    | 1 \$200.00   | 0.00 NM        | 4     | #200 00    |
| L 00 1(0)11            | 10/10/1                                | 2 10/10/12                  | Wake Up Early Wagn                         | -             | 4000-00                 | <b> </b>              | .50    | 1 \$200.00   | 0.00 NW        | ı     | \$200.00   |
|                        | TODAY                                  |                             |  |               | <b>.</b>                |                       |        |              |                |       |            |
| <u>Sta</u><br>Week: 10 | art Date<br>/15/12                     | End Date<br>10/21/12        | Weekdays Spo                               | ots/Week<br>1 | <u>Rate</u><br>\$200.00 | Rating<br>0.00        |        |              |                |       |            |
| E 39 KSNV              |  |                             | Face to Face w/ Ralst                      | onCM          | 630-657pm               | MT                    | :30    | 2 \$900.00   | 0.00 NM        | 2     | \$1,800.00 |
|                        |  |                             | Face to Face w/ J.Ra                       | Iston         | ,                       |                       |        | •            |                | _     | + 1,000.00 |
| FACE                   | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | Doto                    | Doting                |        |              |                |       |            |
| Week: 10               |  | 10/21/12                    | MT   | 2             | <u>Rate</u><br>\$900.00 | Rating<br>0.00        |        |              |                |       |            |
| E 40 KSNV              | 10/13/1                                | 2 10/13/12                  | Weekend Jeopardy/W                         | /he@M         | 657-8pm                 | S-                    | :30    | 1 \$325.00   | 0.00 <b>NM</b> | 1     | \$325.00   |
| \A/LI/ 11=             | n                                      |                             | WKND Jeop/Wheel                            |               |                         |                       |        |              |                |       |            |
| WH/JEI<br>Sta          | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S-   | 1             | \$325.00                | 0.00                  |        |              |                |       |            |
| E41 KSNV               | 10/13/1                                | 2 10/13/12                  | Sat PR 10-11p                              | CM            | 10-11pm                 | 5-                    | :30    | 1 \$1,000.00 | 0.00 NM        | 1     | \$1,000.00 |
| SVU                    |  |                             | Saturday Prime 10-11                       | lpm           |                         |                       |        |              |                |       |            |
|                        | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S-   | 1             | \$1,000.00              | 0.00                  |        |              |                |       |            |
| E 42 KSNV              | 10/13/1                                | 2 10/13/12                  |  |               | 11pm-1135p              | omS-                  | :30    | 1 \$1,000.00 | 0.00 NM        | 1     | \$1,000.00 |
| NEWS                   |  |                             | Sa-Su News 3 at Elev                       | ven           |                         |                       |        |              |                |       |            |
|                        | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | <u>Rate</u>             | <u>Rating</u>         |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S-   |               | \$1,000.00              | 0.00                  |        |              |                |       |            |
| E 43 KSNV              | 10/13/1                                | 2 10/13/12                  | Saturday Night Live<br>Saturday Night Live | СМ            | 1130pm-1:0              | 2amS~                 | :30    | 1 \$1,400.00 | 0.00 NM        | 1     | \$1,400.00 |
| SNL                    |  |                             | outdrudy Hight Live                        |               |                         |                       |        |              |                |       |            |
|                        | art Date                               | End Date                    |  | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week: 10               | ······································ | 10/14/12                    | News 3 Sunrise - SUN                       |               | \$1,400.00<br>6a-7a     | 0.00                  | .20    | 4 4050.00    |                | 4     |            |
| L 44 KONV              | 10/14/1                                | 2 10/14/12                  | News 3 Sunrise SUN                         |               | 0a-7a                   | S                     | :30    | 1 \$350.00   | 0.00 NM        | 1     | \$350.00   |
| NEWS                   |  |                             |  |               |                         |                       |        |              |                |       |            |
| <u>Sta</u><br>Week: 10 | art Date                               | <u>End Date</u><br>10/14/12 | Weekdays Spo                               | ots/Week      | <u>Rate</u><br>\$350.00 | Rating                |        | •            |                |       |            |
|                        |  |                             | Sunday Today                               | CM            | 7a-8am                  | 0.00                  | :30    | 1 \$500.00   | 0.00 NM        | 1     | \$500.00   |
|                        |  |                             | Sunday Today                               | •             |                         | 5                     | .00    | . 4000.00    | 0.00 14(0)     | '     | φ300.00    |
| SUN TO                 |  | F 15 1                      |  | 4 257         | <b>-</b> .              |                       |        |              |                |       |            |
| <u>Sta</u><br>Week: 10 | art <u>Date</u><br>/08/12              | End Date<br>10/14/12        | <u>Weekdays</u> <u>Spo</u>                 | ots/Week<br>1 | <u>Rate</u><br>\$500.00 | <u>Rating</u><br>0.00 |        |              |                |       |            |
|                        |  |                             | Meet the Press                             | СМ            | 8a-9am                  | S                     | :30    | 1 \$1,300.00 | 0.00 NM        | 1     | \$1,300.00 |
| E Ministra             |  |                             | Meet the Press                             |               |                         |                       |        |              |                |       | , -,       |
| MTP                    | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S  |               | \$1,300.00              | 0.00                  |        |              |                |       |            |
| E 47 KSNV              | 10/14/1                                | 2 10/14/12                  | News 3 Today Wknd                          | СМ            | 9a-930am                | S                     | :30    | 1 \$500.00   | 0.00 NM        | 1     | \$500.00   |
| ,<br>NEWS              |  |                             | News 3 Today                               |               |                         |                       |        |              |                |       |            |
|                        | art Date                               | End Date                    | Weekdays Spo                               | ots/Week      | Rate                    | Rating                |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S  | 1             | \$500.00                | 0.00                  |        |              |                |       |            |
| E48 KSNV               | 10/14/1                                | 2 10/14/12                  | Chris Matthews 9:30A                       |               | 9:30a-10a               | s                     | :30    | 1 \$500.00   | 0.00 <b>NM</b> | 1     | \$500.00   |
| СМ                     |  |                             | Chris Matthews SUN                         | 9:30am        |                         |                       |        |              |                |       |            |
|                        | art Date                               | End Date                    |  | ots/Week      | <u>Rate</u>             | Rating                |        |              |                |       |            |
| Week: 10               |  | 10/14/12                    | S  | 1             | \$500.00                | 0.00                  |        |              |                |       |            |
| E49 KSNV               | 10/14/1                                | 2 10/14/12                  |  | СМ            | 1P-9PM                  | S                     | :30    | 1 \$6,500.00 | 0.00 NM        | 1     | \$6,500.00 |

Print Date: 04/17/12 10:04:17 Page 6 of 6 Order / Rev: 100305 Advertiser: National Republican Senatorial Committe Alt Order#: 06809909 Product Desc: NRSC 2012 KSNV Flight Dates: 10/10/12 - 10/16/12 Estimate: Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NFL Football NFL Football SNF Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ----S 1 \$6,500.00 0.00

11pm-1135pm

<u>Rate</u>

1 \$1,000.00

----S

Rating

0.00

:30

1 \$1,000.003

E 50 KSNV 10/14/12 10/14/12 Sa-Su News 3 at ElevenCM

End Date

10/14/12

**NEWS** 

Week: 10/08/12

Start Date

Sa-Su News 3 at Eleven

Spots/Week

Weekdays

----S

Totals 114 \$86,250.00

\$1,000.00

0.00 NM